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Early Rochester

U. S. PLANT
PATENT NO. 351

Peach

TRADE MARK
REGISTERED

LIBRARY
RECEIVED



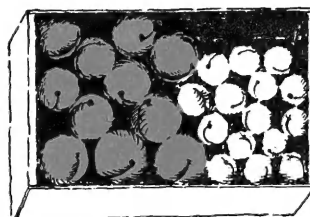
U. S. Department of Agriculture

A SEEDLING OF THE ORDINARY OR COMMON ROCHESTER

In 1929 Mr. V. C. Campbell of Yakima, Washington planted a pit from one of his Rochester peaches and the **EARLY ROCHESTER** is the result. In 1932 it bore fruit, and Mr. Campbell noticed that it was identical with Rochester, except that it ripened about **THREE WEEKS EARLIER**. He thought it strange but attributed it to being a young tree. Next season it again fruited, ripening **THREE WEEKS EARLIER** than Rochester on adjoining trees.

**EARLY
ROCHESTER**

Picked "Tree Ripe"
July 9th.



**COMMON
ROCHESTER**

From Adjoining
Tree, Same Date.
Not Ready for 3 Weeks

Mr. Campbell realized that here was something extraordinary and for the next seven years he kept records of the dates that both it and the Rochester trees (of which he had about thirty) ripened their fruit, with the following results:

1934	EARLY ROCHESTER	July 2	Rochester	July 20 - 18 days later
1935	"	" 9	"	" 29 - 20
1936	"	" 8	"	" 29 - 21
1937	"	" 15	"	Aug. 5 - 21
1938	"	" 16	"	" 4 - 19
1939	"	" 9	"	July 29 - 20
1940	"	" 7	"	" 28 - 21

In 1934 he planted nine peach pits, and in 1935 budded them with buds from the seedling Rochester. Six of these second generation trees fruited in 1938 and all nine fruited in 1939. The fruit ripened at the same time as that on the original seedling tree, about twenty days before common Rochester in the same orchard, under identical conditions.

In 1938 after thorough testing by competent authorities, all of whom agreed that the new variety was a true Rochester in all respects, **EXCEPT DATE OF RIPENING -- THREE WEEKS EARLIER**, same size, flavor, shape, color, texture, same tree habits — hardy thrifty grower, Mr. Campbell applied for a Plant Patent, which the U. S. Government granted Dec. 26, 1939. U. S. Plant Patent No. 351. In January 1940 the tree and fruit was named **EARLY ROCHESTER**, and the name was Trade Marked.

W. D. PLOUGH

12 SOUTH DELAWARE ST.

WENATCHEE, WASHINGTON

On July 9th, 1940, a Rochester tree in a Wenatchee orchard, which had been budded over to EARLY ROCHESTER, bore fruit. One original limb on the tree which was not budded, bore common Rochester peaches on July 29th -- or 20 days later.

Mr. F. E. DeSelle, former President, Washington State Horticultural Association, and also formerly Production Manager, Jim Hill Fruit Growers, saw the fruit on this tree. Mr. DeSelle also inspected fruit on the original EARLY ROCHESTER tree in the Yakima Valley in the summer of 1939.

Mr. DeSelle's observations of the Early Rochester peach are set forth in his letter which is quoted on this page.

Mr. DeSelle Says:--

"I first saw the Early Rochester fruit on the original or parent Early Rochester tree in Mr. Campbell's orchard near Yakima, July 12th, 1939; also on some 2nd generation trees.

"Some of the fruit had already been picked from the Early Rochester trees. I was amazed to see these large peaches, fully ripe, which looked and tasted like Rochester---while on adjoining trees I saw common Rochester still green and no larger than Walnuts. These common Rochester could not possibly ripen before August 1st---or three weeks later.

"This year I again saw the Early Rochester in a Wenatchee orchard on a top-worked tree and saw common Rochester on the same tree. There was the same difference in ripening seasons---the Early Rochester was ripe and ready to pick fully three weeks ahead of ordinary Rochester.

"In my opinion there is a need for a good peach ripening at this very early season---and you have it in the Early Rochester. Growers should make money with this variety."

(Signed)

F. E. DeSelle

Trees For Sale By... W. D. PLOUGH ==

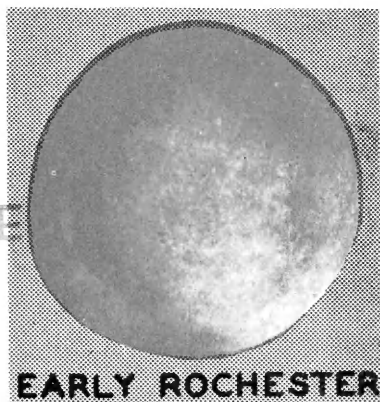
In the eight years in which the parent tree, and later, the young trees have been in bearing, Mr. Campbell has consistently received better prices for the **EARLY ROCHESTER** than for Rochester.

It is a conceded fact that the Rochester is the best peach on the market at its season, which is three weeks earlier than Elberta. Now comes **EARLY ROCHESTER**, six weeks ahead of Elberta, at a time when there is no other **GOOD** peach on the market. As a result, the fruit will command premium prices.

It is the most outstanding new peach on the market and has the most promise from the standpoint of grower and consumer. It ripens at a time when it has no worthwhile competitor.

I HAVE A GOOD SUPPLY OF WELL GROWN TREES FOR SALE

ABOUT
1/3
AVERAGE
SIZE



Reprint from article
"A Survey of Peaches in the
United States"

"Rochester is ten times as popular nationally as its nearest competitor in the yellow fleshed free stone early variety list."

American Nurseryman Nov. 1940.

Prices -- Spring 1941. **EARLY ROCHESTER PEACH** and **PHELPS APRICOT**.
(See next page for description of **PHELPS APRICOT**)

	1 to 11 trees	12 to 24 trees	25 to 99 trees	100 or more
	Each	Each	Each	Each
3-4 ft.	\$.90	\$.75	\$.60	\$.50
4-6 ft.	1.00	.80	.65	.55
5-7 ft.				
(Ex. Select)	1.10	.90	.75	.60

When cash accompanies order, stock will be shipped prepaid, within 300 mile radius, -- one-half prepaid to other points.

When 25% cash accompanies order, stock will be shipped C.O.D., f.o.b., Wenatchee.

WENATCHEE, WASHINGTON

Phelps Apricot

This big, new apricot was discovered several years ago as a seedling in the Yakima Valley, Washington. Trees grown from budstaken from the original tree have been in bearing for five seasons.

This Phelps apricot ripens earlier in the season than any other known apricot---ripening about one week ahead of Riland and ten days earlier than Wenatchee Moorpark, and three weeks ahead of Tilton.

As to size---it is enormous, being nearly as large as a baseball. It ripens evenly, is productive, has good quality, is an excellent shipper, color a clear apricot-yellow with red blush, yellow flesh.

Early season apricots have consistently paid handsome profits to the grower. Last season (1940) early marketed apricots brought the grower from \$60.00 to \$100.00 per ton. A week later the price dropped to as low as \$15.00 per ton and hundreds of tons of apricots were left on the trees, as prices were below cost of production.

The Phelps Apricot should always command premium prices.

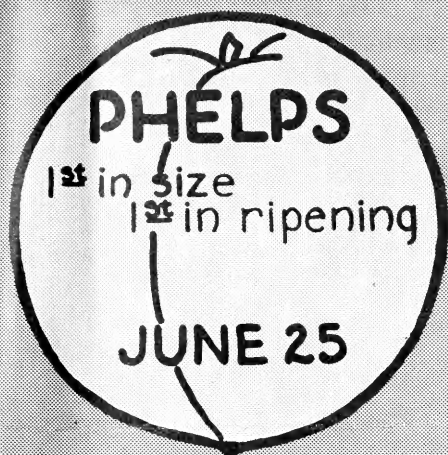
6 REASONS WHY YOU SHOULD PLANT

PHELPS APRICOT

- 1- Earliest apricot on the market.
- 2- Largest apricot on the market.
- 3- Even ripening.
- 4- Good quality.
- 5- Excellent Shipper.
- 6- More profitable returns.

Be one of the first growers to bring this wonderful apricot into production.

For tree prices---see inside page.



W. D. PLOUGH

12 South Delaware St., Wenatchee, Wash.